



*“Atlantic Canada’s Most Colourful Festival”*

The 27<sup>th</sup> Atlantic International Hot Air Balloon Fiesta in Sussex is rated one of the Top Ten Festivals in the Atlantic Region, and has been voted Community Choice Winner and Most Celebrated Local Festival. The Fiesta provides an opportunity for businesses to broaden their advertising horizons while supporting a unique, free cultural event hosted in New Brunswick.

The Atlantic Balloon Fiesta is proud to announce that we have been chosen one of the Top 100 Events in North America by the American Bus Association. We have been featured in Destinations Magazine and can expect a few more visitors in 2012!

The Atlantic Int. Balloon Fiesta hosts family oriented attractions including: 30 Hot Air Balloons flying twice daily, (early morning & early evening), and our unique Craft fair, renowned throughout the Atlantic Region. Join us at the Atlantic Superstore’s All Weekend Outdoor Bandstand as we Showcase Top Maritime talent, and on Sunday, the Fiesta’s Antique Car Show & Shine features over 500 vehicles.

Family oriented events like the Fiesta, showcase our famous Maritime hospitality. In conjunction with the festival, is an Appaloosa Horse Show, PotashCorp’s Fossil Find, Aliant’s Games for Kids, Hinchey Amusements, Lots of Concessions and Activities, and the New Brunswick Agricultural & Train Museum is open all weekend. A Teddy Bear Parade, Talent Shows, and an extreme Sparade through Downtown Sussex, (Bring your water squirter), help to round out the weekends festivities.

We would like you to be involved in the 2012 Fiesta. We offer a range of sponsorship opportunities to fit your budget. Be included in our extensive TV, Radio & Print advertising covering Atlantic Canada, New England, Quebec and Ontario. Your business could be featured throughout the weekend with your Business Name on a Banner attached to a Hot Air Balloon, with Onsite Live Radio Broadcasts, Public Address Announcements to over 45,000 people throughout the weekend, and you will be listed in our official Fiesta Booklet, and on our Website that received over 200,000 hits leading up to the 2011 festival. We would also like to invite you to our Hospitality Night and Sunday’s Brunch.

We are a volunteer committee working with the support of our community and region. This would be a wonderful way for you to become part of our event, and witness first hand why hundreds of enthusiastic volunteers participate each year. If you see an opportunity to contribute please contact us.

Thank you for your support

*George G. Horton*

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President, Atlantic International Balloon Fiesta September 7, 8, 9, 2012

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